



# RAFIQ SOUICI

## SALES REPRESENTATIVE

✓ QID VALID WITH NOC

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Address:  
Doha, Qatar

Nationality:  
Algerian

## OBJECTIVE :

Experienced and results-driven Sales Representative with a proven track record of success in driving revenue growth across diverse industries. Seeking a challenging role that leverages my sales skills, industry knowledge, and customer relationship-building expertise.

## SKILLS

- Sales Acumen
- Client Acquisition
- Product Knowledge
- Presentation
- Market Research
- Relationship Management
- Upselling
- Communication
- Negotiation
- Market Trends
- Cross-selling
- Lead Generation

## LANGUAGES

- Arab : Native
- English : Fluent
- French : Fluent

## HOBBIES

- Football
- Gym
- Games
- Series



## WORK EXPERIENCE IN QATAR

- **SALES REPRESENTATIVE** **Aug 2023 – Dec 2023**
  - **Al Gouna Company, Qatar**
  - Acquired extensive knowledge of electronic products, effectively communicating technical specifications to clients and addressing their inquiries.
  - Consistently met and exceeded monthly sales targets by 15%, showcasing a strong ability to close deals and drive revenue.
  - Conducted product training sessions for clients, improving their understanding of the features and usage, resulting in a 10% reduction in product returns.
  - Implemented successful cross-selling strategies, increasing the average transaction value by 12% through the promotion of complementary electronic accessories.
- **SALES REPRESENTATIVE** **Jan 2023 – Aug 2023**
  - **Al-Fayhaa One for services and cleaning services, Qatar**
  - Successfully identified and acquired new clients for the cleaning product line, resulting in a 20% increase in customer base within the first six
  - Demonstrated in-depth knowledge of cleaning products, effectively communicating features and benefits to potential clients, leading to a 15% increase in upselling.
  - Conducted compelling sales presentations to key stakeholders, resulting in a 25% increase in the conversion rate of leads to actual sales.
  - Conducted thorough market research to identify emerging trends and customer needs, providing valuable insights to the product development team.
  - Maintained strong relationships with existing clients, addressing concerns promptly, and ensuring high customer satisfaction, resulting in a client retention rate of 90%.

## **WORK EXPERIENCE IN ALGERIA**

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### **SALES REPRESENTATIVE**

**Jan 2020 – Sep 2022**

#### **Kiabi Store, Algeria**

- Stayed updated on current fashion trends, advising clients on the latest styles and ensuring the store's inventory reflected customer preferences.
- Collaborated with the merchandising team to create appealing product displays, leading to a 25% increase in foot traffic and sales.
- Provided personalized styling consultations to clients, resulting in a 15% increase in average transaction value.
- Monitored and managed inventory levels, minimizing stockouts and excess inventory, improving overall store efficiency.
- Gathered and analyzed customer feedback to identify areas for improvement, implementing changes that led to a 20% increase in customer satisfaction.

### **SALES REPRESENTATIVE**

**Jun 2016 – Jul 2019**

#### **Tirsam Showroom, Algeria**

- Developed expertise in car features, specifications, and financing options, effectively conveying complex information to potential buyers.
- Organized and facilitated test drives for interested customers, significantly increasing the conversion rate from interest to purchase.
- Demonstrated strong negotiation skills in closing deals, achieving a 90% success rate in reaching mutually beneficial agreements.
- Implemented a proactive customer follow-up system, resulting in a 25% increase in repeat business and referrals.
- Conducted regular market analysis to identify competitors' strategies and pricing, providing valuable insights for pricing and promotion strategies.

## **DIPLOMA & EDUCATION**

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### **MASTER'S DEGREE IN MARKETING**

2020

UNIVERSITY OF BORDJ BOU ARRERIDJ -ALGERIA

### **BACHELOR'S DEGREE IN ACCOUNTING AND FINANCE**

2018

UNIVERSITY OF BORDJ BOU ARRERIDJ -ALGERIA